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Chinese Culture Overseas Exchange and Spread Under the Context of Cross-Cultural Perspective

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Abstract

The rapid development of economy and the rise of international politics caused the “China craze” of the international community, and is also an opportunity to spread Chinese culture overseas. Chinese culture has long been in the passive position of “the other construction”, the communication mode will make China lose the ownership of cultural exchange, and then make the culture in the “edge” status. In cross-cultural communication, how to play the government power, through the artifacts, the media and non-governmental organizations to build a complete system of cultural transmission, cultural communication to realize the rationality and validity, give play to its dominant position in Chinese cultural exchange, get the real “image of China” and “voice of China”, is the main direction of the current Chinese culture propagation. Actively integrating into the world culture system, to realize the combination of Chinese culture and the world civilization, not only is the symbol of country cultural confidence and expression, and contribute to world peace and cultural development.

Key words: Intercultural communication; Harmonious; Globalization cultural construction

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INTRODUCTION

Party's eighteen big reports said: To develop a strong socialist culture in China, it is critical to inspire the cultural creativity of the whole nation. We should deepen reform of the cultural sector, release and develop cultural productive forces, foster a democratic atmosphere in both academic research and artistic pursuit, create a vast cultural arena for the people and encourage the free flow of cultural inspiration from all sources. By doing so, we will open up a new horizon in promoting China's cultural advance: The Chinese nation's cultural creativity will continuously burst forth; China's cultural life will flourish as never before; people's basic cultural rights and interests will be better protected; the ethical and moral standards as well as the scientific and cultural standards of the people will be fully raised, and the international influence of Chinese culture will steadily increase (Hu, 2012). In fact, since 17th, our country attaches great importance to the external communication of the Chinese culture, strengthen the overseas influence of Chinese culture is the main goal of cultural construction in our country. “To strengthen cultural exchanges with other countries, absorb the outstanding civilization achievements, enhance the influence of Chinese culture.” (Hu, 2007) How to enhance the influence of Chinese culture and how to realize the Chinese cultural values and how to realize the equal dialogue in the exchanges of other countries, to highlight the cultural values in the leading role of the world cultural exchange, many scholars have insight opinions. This paper will discuss the path of the Chinese culture to go out, and the role of

cultural development in the world from the perspective of intercultural communication.

1. BUILDING AND INHERITANCE OF CHINESE CULTURAL SYSTEM

The development history of Chinese culture for thousands of years is one of the world's original culture outstanding type. This is an open inclusive system based on Confucianism as the core concept of culture. Since the pre-qin, Chinese culture began to revolve around "harmony" to build its own cultural system. "peace is most precious", "harmony generates profit" "nature-human integration", "harmony without uniformity" is the core of the idea. This culture system and cultural core become the embodiment of the Chinese culture. In the long cultural development, it formed unity of cultural diversification. This culture system does not have a powerful xenophobic psychology and thought, but advocate a harmonious and inclusive, insist to solve conflicts through peaceful means, namely the doctrine of the mean thought.

Under the guidance of this idea, China has formed a relatively stable pattern of cultural development, and thus the establishment of a comprehensive cultural system, including love, mean, norm, filial piety etc., and this is a series of supporting etiquette and social systems. Two thousand years of cultural uniqueness let along China's own cultural development mode and the achievements of the regional cultural and economic development.

But in modern times, this culture model was a challenge to the scientific concepts at the core of European culture model. This model emphasizes rationality, equality, democracy and efficiency, which are precisely and Chinese traditional culture fierce clash occurred on some level. In the conflict, modern European science and culture achieved a comprehensive victory, which also brought a hundred years of modern Chinese traditional cultural beliefs doubts and crises. From "learning technology to the barbarians" to "Westernization" and then to "cultural conservatism" and other kinds of thoughts and doctrines began to appear, an idea behind each is the cultural crisis caused by the Chinese crisis, but every crisis is also China's culture of continuous self-adaptation, self-renewal process. A process of cultural development of the nation is constantly based on the tradition of innovation in the process. Historically, Chinese culture will be reflected in the different stages of different characteristics, Metaphysics, and Ming Neo-Confucianism Mind is an example. But compared to the era of cultural change in terms of traditional farming, modern Chinese cultural change in Western culture is strong shocks, which mean the nation from peril in this ongoing debate in a hundred years of culture has been the dominant factor. Finally, under the guidance of Marxism Communist Party of China established a new China, and

build a new type of cultural theory system. If, as a theory or doctrine, Marx introduced into China and China's guiding ideology of social development and construction can be considered Western culture and reflects the strong science, but from the beginning, Marx's theories on culture and Chinese society together such integration is also a farming culture and the Chinese people will attempt to combine modern science and culture. In 1938, Mao Zedong in the Sixth Plenary Session of the Party's political report, presented "realistic" view, this view is to borrow the Western Han Dynasty Hejian proposed to Liude "repair learn the ancient truth from facts", and then combine Marxism conducted to elucidate derived the. After the reform and opening up, due to the rapid developments in the world situation, Deng Xiaoping pointed out sharply, "the ever-changing world situation, especially the rapid development of modern science and technology is now worth a year old society for decades, centuries or even longer. No new ideas to inherit and develop Marxism, are not a true Marxist (*Works of Deng Xiaoping [Volume 3]*, 1993, pp.291-292). And left an outstanding thesis on the relationship between socialism and capitalism: "The planned economy is not equivalent to socialism, capitalism also plans; market economy is not capitalism, socialism also has market planning and market are economic means." (Ibid., p.68) In other words, from Marxism into China, the Chinese people will be advanced Marxism and Chinese social reality, China's outstanding ideological and cultural traditions combine to form the cultural achievements of China's socialist construction.

Culture is a living thing, any individual, isolated life and other life must communicate in order to survive, prosper. China is a socialist cultural development of contemporary illustration. From the value of a shared perspective, the contemporary Chinese culture is dominated by modern science and rationalism led to a harmonious combination of traditional Chinese culture embodied. This culture makes China after the reform and opening up in less than forty years of development, making China the second largest city in the world economic community and political power, access to high international attention in diverse cultures. In this case, in order to build a better dialogue system, we must recognize the current western Chinese cultural transmission system and the formation of self-driven culture system.

2. "OTHER CONSTRUCTION" COMMUNICATION AND CHINESE CULTURAL EXCHANGE

Chinese culture, as an outstanding representative of the world of culture, should get out and communicate with other civilizations to make due contributions, which should be encouraged and promoted. But each country has its own character and individuality culture, but it is

the personality of each nation and national identity of the fundamental, which means that the cultural exchange will encounter some obstacles. For example, in Western cultures exchanges, self-serving Western culture and China's socialist balanced conflict arises. And this conflict is also ideological differences, but how to adapt and adopt to what ways to communicate will be a variety of different reflections. In recent years, various conflicts arise in the course of Sino-foreign cultural exchanges. In addition, due to differences in the real economic interests and political ideology also affected the exchange of Chinese culture. Rapid economic development has aroused concerns from the rest of the world, or jealousy, especially in the economic development of the plight of the United States, Japan and some European countries, these originally developed due to the rapid development of China's economy caused by the siege of China, but also reflect the differences in the extent of the political system. Since China adhere to the socialist road, and achieved great success, this success alluding to problems in the development of capitalism. In this case, the capitalist countries to build social systems in the context of globalization will be challenged, and thus lead people to doubt the country's political patterns. Therefore, cultural ideology, economic interests and political systems and other complex factors will impact the going out strategy of Chinese culture.

In the current Chinese foreign cultural exchanges, there are two ways to express the relative opposites, one is touted to Chinese culture and support Chinese friends, "Chinese honey", a typical representative of this group is to promote Chinese culture in the socialist red that China's development system is the perfect representative and symbolic; One is due to their own interests and carry out attacks against the rise of China, "China black" that every Chinese is bad, from a different perspective on China to carry out sabotage and attacks. Although the two opposing patterns are normal and can understand. But this expression spreads to China and Chinese cultural image is detrimental. Undue advantage of promoting Chinese culture and ignoring the problems as a large developing country China will allow people to doubt this view, thereby affecting its credibility, and provide opportunities for the spread of China's negative news, the situation in the United States is very common. Facing the China's rapid rise, the American Society of different people on the show concerns the social system in China, and many U.S. media ratings and economic interests in order to satisfy this curiosity American people and social aspirations. Most people in the United States and other countries will not come to China, they understanding the Chinese way is through the media, and the American media in the world to build a vast network all over the world would arouse suspicion image of China and Chinese culture. In comparison, the fermentation effect positive publicity image of China and Chinese culture generated far less

negative reports. But the long-term negative reports in the Internet era also caused dissatisfaction of the Chinese people, and thus produce these reports rebound and attack, deepen their misunderstandings. The famous example is October 2013 U.S. ABC television talk show, when a 6-year-old American boy learned that the U.S. owes China a huge debt, he shouted to kill Chinese people, the idea caused a backlash of Chinese domestic network media and public.

From another perspective, whether it is praised the charm and great achievements of Chinese culture or attack Chinese society is a kind of "other construct." This model standing in the United States or other countries on China's stance on the analysis and judgment, but how this judgment reflects the extent and complexity of China's rapid development of multi-cultural reality worth pondering. Meanwhile, in response to this evaluation we also lost the dominant cultural awareness. In addition, this culture "other construction" mode will also affect how Chinese culture into the mainstream of the world into the cultural system, in other words, how to achieve self-positioning and development in the world of mainstream cultural system. Typical representative is the movie "Crouching Tiger", because the style and themes in the movie are in line with the characteristics of the American people, and thus get a lot of awards from the United States, but the film did not get the box office in China, and the subject from Chinese domestic public questioning is an example. This "other construction" mode of thinking is the performance of the cultural convergence of the context of globalization, is more directly reflect American cultural hegemony. But this does not reflect the cultural consciousness, the more of a reflection of the culture of self-constructed "other consciousness". Culture is the expression of national culture and its discourse as a starting point to construct a harmonious world cultural system as the goal. Any form of cultural exchange, if they ignore or abandon their own culture and cultural initiative will enable the marginalized status or were ignored, which means the loss of its main cultural exchange rights and ideographic right to produce cultural self-confidence mentality. How to achieve cultural dissemination and exchange of "other construction" to "self-construction" change is the spread of ideas of Chinese culture.

3. THE SUBJECT AND THE WAY OF CHINA CULTURAL EXCHANGES

Cultural Communication "self-construction" is to play the main advantages of Chinese culture, using reasonable means and methods for cultural exchange and dissemination. Spread of the body, in order to take "government—the intelligentsia—people" Trinity mode; on the mode of transmission, the output should be taken artifacts, cultural and people exchanges mode. Due to

differences in various aspects of cultural transmission will appear in a variety of misconceptions, misleading or distorted, and this situation in high-speed Internet developed society would quickly spread through the network of cultural exporter. Mislead the public's reaction to this most irrational, short-term, but this will lead to the long-standing fundamental cultural conflicts. Just because in the course of the Beijing Olympic torch relay ceremony and during the Beijing Olympics, distorted reports and improper practices in France and other countries caused many Chinese people to boycott French or network attacks and irrational responses. In this case, the government should take swift reaction to respond to various issues, and guide people. In addition, the intellectuals should take a rational attitude delve into the root cause of various problems of cultural conflict, and the use of new media and other means of communication influence people. A full range of responses can actively guide the Chinese people to actively respond due to different cultural ideas of the conflicts, and then build a harmonious domestic cultural system and dissemination of the culture system.

Culture is a complex system, including such levels as material, system and thoughts. Raymond Williams who put forward a "cultural materialism" thinks culture is a way of material production, and nature as the superstructure and economic base is productive. If from this perspective, the cultural exchange and the output is also a mode of production output (Raymond, 1989). From the point of civilization and cultural exchange between east and west, the output of the Chinese culture is accompanied by the output of China implements, Cultural and spiritual artifacts are "materialized" as a direct dialogue with the culture of the body. 16-18 century European form of "Chinese style" (Chinoiserie) trend appeared in Chinese porcelain, tea and silk artifacts cultural backgrounds. Under the influence of cultural artifacts, European society became interested in Chinese traditional culture, Chinese culture in Europe has entered a period of worship. German philosopher Leibniz classical philosophers of Confucianism praise: "Nobody used to believe that in this world there are more perfect than our ethics, conduct themselves in society more progressive national existence, from the east of China now, actually so we awakened." (Quoted Editor, 2002) Under his influence, philosophy of Hegel, Schopenhauer, who are also affected by Chinese culture. Voltaire is the cultural and political system of China unleashed a torrent of praise, "for the Chinese people, we will not even five-body cast, but at least you can recognize them as the best organized empire in the world." (Ibid.) With the ideological and cultural output compared artifacts and cultural exchanges and the output is more likely to be accepted. Outstanding representative of success in this regard is the United States under the modern context, by McDonald's, Coca-Cola, Hollywood and Apple phones and other artifacts of cultural transmission, the success

of the United States to build a model of American culture around the world, this model of the world's wealth is concentrated in the United States. Meanwhile people pocket to Cuikulaxiu trend in Europe and the rest of the world to establish the American belief system. Although every country concerns about their own cultural concerns, but there is no effective solution. Chinese traditional artifacts and artifacts of modern American culture are worthy of our output mode to analyze and explore. For China, although still in the bottom of the manufactured modern artifacts, but adds artifacts of cultural elements, spread Chinese culture and values in the output artifacts can still operate. In recent years, some movie stars using traditional Chinese decoration in blue and white dress culture has won recognition is an example. Important way of cultural exchange under the new media age also be achieved through television programs and interactive network. In recent years, the rise of TV talent in China and the Chinese people dating show caused great interest and concern, and the formation of a positive interaction of people and the media. CCTV Chinese International Channel to take English and other languages are also reported significant attempt to promote Chinese culture and external communication. In addition, a large number of Chinese film going abroad also played a good role in the promotion of Chinese culture. This also shows that China is also working to promote the new media to spread of culture. But China is still in the introduction of the use of the learning stage, how to develop a "native type" programs or to enhance the ability to use new media in China is seriously considered and explored currently. This is not because China lacks "native type" cultural elements, but the lack of a creative force, Hollywood using Chinese elements such as Panda and Mulan is popular around the world. This situation is also reflected in various international organizations, due to the unique history and economic development factors, currently the world's influential international organizations rarely have Chinese native type. This means that although the positive going into it through their own efforts, but the cultural influence still exists. Cultural exchanges in the future, as the largest population of Chinese economic output, how to construct NGO influential and exert their effects has a positive significance in the spread of Chinese culture.

Exploring the diverse cultural model is the problem facing the government, but also is the future direction. In recent years, with growing international influence, China and many countries to establish a benign cultural model, "Culture Year" activities before the country, many cities and foreign cities is to represent the establishment of sister cities. This interaction to promote mutual exchange and understanding between the two sides has important youth help, this gradual normalization of cultural patterns closer ties between China and other countries, also contributed to the spread of culture and understanding. In the normal exchange of culture, the establishment of the Confucius

Institute in the world is a typical representative. It's set up in many countries to meet people to learn Chinese culture, but also to promote the dissemination of culture, currently nearly 400 of the more than 500 Confucius Institutes and Confucius auditorium are an example. But how to further expand cultural transmission, and can better play the role of civil society organizations, but also need to think about the future of cultural transmission problems. For the government, the integration of the various forces is an important way to promote the spread of Chinese culture, these forces include the national cultural organizations, businesses, foreign overseas Chinese, Chinese Culture Research Center, through communication role in achieving a variety of Chinese cultural resources integration and to promote cultural communication. In recent years, with the rise of China, the world's problems and in many countries to establish Chinese Culture Research Center China, although the study of different perspectives and methods and China, but through their research to promote the understanding of Chinese country of China, but also promoted the spread of Chinese culture to some extent.

CONCLUSION

The rapid economic development of Chinese culture spread provides a rare opportunity. The main advantages of multi-play, using means to print media, new media and communication artifacts, forming comprehensive multi-cultural pattern means, highlighting the country's culture of openness great confidence in cross-cultural communication, strengthen China and other countries of world culture mutual learning and integration. However, due to the subjectivity of the missing Chinese culture and cross-cultural communication, fatigue, still far from the desired level, China has not yet achieved international status and political and economic power proportionate (Wei, 2013). In the process of the formation and development of Chinese culture, the traditional culture based on ethical and moral righteousness as the core philosophy of ethics, this cultural emphasis on cycling and empirical, but the core of the modern scientific culture emphasizes the intellectual. More importantly, in the modern transformation of Chinese culture is passive aggression in the transformation of Europe, which also deeply affected the construction of China's new culture.

Compared with economic exchanges, cultural differences lie in the complexity of cultural identity among different subjects and contradictions and conflicts caused because of this difference. Under China's economic strength rapidly powerful, how to complete the self-construction of Chinese culture spread, and the implementation and integration of advanced culture exchanges in the world are our mission and goals.

Culture is a symbol and a representative of the nation, but also a core element of national identity. American scholar Joseph Nye's "cultural soft power" theory can be recognized and the repercussions are examples all over the world. With China's rapid rise, building cultural and economic system is to match the direction of China's efforts, but also to achieve an important channel of communication between China and the world. In Chinese culture, external communication, adhere to cultural self-directed, and borrowing advanced achievements of world culture, a rational culture propagation paths and methods to achieve the dissemination and exchange of Chinese culture, not only for the development of Chinese culture has an important contribution to the world a symbol of peace and blessing prayer.

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